

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Thomas J. Sullivan, et al.
Appl. No.: 09/385,489
Conf. No.: 9228
Filed: August 30, 1999
Title: SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS
Art Unit: 3622
Examiner: D. Lastra
Docket No.: 0110754-629

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

Sir:

In response to the Non-Final Office Action dated February 7, 2005, and in accordance with the personal interview courteously granted to Applicants' representative on April 19, 2005, please amend the above-identified patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 28 of this paper.

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02 FC:1201 1200.00 DA

present invention solved this problem. In light of the foregoing objective evidence, Applicants respectfully submit that the present claims are not obvious in light of the prior art of record. For at least these reasons, the rejections using the combination of Jones in view of Sloane and Jones in view Willman and further in view of Sloane are improper. Claims 1 to 32, 37 to 83, and 88 to 94 are all patentably distinguished over Jones in view of Sloane and Jones in view Willman and further in view of Sloane.

For all of the reasons provided above, Applicant respectfully requests the rejections be withdrawn, and Applicant submits that Claims 1 to 32, 37 to 83, and 88 to 94 are in condition for allowance.

An earnest endeavor has been made to place this application in condition for formal allowance and in the absence of more pertinent art such action is courteously solicited. If the Examiner has any questions regarding this Response, Applicant respectfully requests that the Examiner contact the undersigned to discuss this Response.

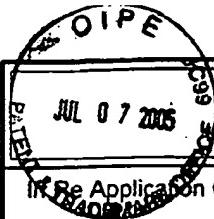
Respectfully submitted,

BELL, BOYD & LLOYD LLC

BY Adam H. Masia

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Date: July 7, 2005



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Docket No.
0110754-629TRANSMITTAL LETTER
(General - Patent Pending)

In Re Application Of: Thomas J. Sullivan et al.

Application No. 09/385,489	Filing Date August 30, 1999	Examiner D. Lastra	Customer No. 24573	Group Art Unit 3622	Confirmation No. 9228
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Title: SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS

COMMISSIONER FOR PATENTS:

Transmitted herewith is:

1. General Transmittal Letter in duplicate (2 pgs.);
2. Combined Amendment & Petition for Extension of Time in duplicate (4 pgs.);
3. Response to Non-Final Office Action (45 pgs.); 4. Declaration of Richard J. Windish w/attached exhibits;
5. Transmittal of Information Disclosure Statement in duplicate (4 pgs.);
6. Supplemental Information Disclosure Statement (1 pg.); 7. PTO Form 1449 (1 pg.);
8. Cited References (2); 9. Check in the amount of \$630.00 (\$450.00 - Two-Mon Extension; \$180.00 - Supp IDS);
10. Certificate of Express Mail (1 pg.); 11. A postcard to be date stamped and returned.

in the above identified application.

- No additional fee is required.
- A check in the amount of \$630.00 is attached.
- The Director is hereby authorized to charge and credit Deposit Account No. 02-1818 as described below.
- Charge the amount of
- Credit any overpayment.
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WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

Signature

Dated: July 7, 2005

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to the "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on

(Date)

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CC: